



Mike Domingo <mikedomingo@gmail.com>

I AM AAA Postcard

12 messages

Erin Niesslein <eniesslein@kayrell.com>
To: Mike Domingo <mikedomingo@gmail.com>
Cc: Mike Petrusky <mpetrusky@kayrell.com>

Thu, Jul 27, 2017 at 9:45 AM

Hi Mike,

Attached are the edits to the postcard along with the updated logo. I provided mockup on both the original and a scanned version. Below is the dropbox link to 2 of the Annual Meeting photos. I uploaded Vancouver and St. Louis. We are still waiting on DC and San Jose.

<https://www.dropbox.com/sh/dil9x5igcx9ivjg/AADeYYgg0jda4jy9kX6HJSYra?dl=0>

Thank you!

Erin



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Erin Niesslein

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3 attachments



AMERICAN ANTHROPOLOGICAL ASSOCIATION
Advancing Knowledge, Solving Human Problems

UPDATED LOGO 2016-03418-AAALogo-TAG-Horizontal-cmyk 2.jpg
775K



I Am AAA-postcard_v1.pdf
3594K



SKM_454e17072710320.pdf
785K

Erin Niesslein <eniesslein@kayrell.com>
To: Mike Domingo <mikedomingo@gmail.com>
Cc: Mike Petrusky <mpetrusky@kayrell.com>

Thu, Jul 27, 2017 at 11:03 AM

One last edit. The back should read: 2018 Calendar (delete "of events")



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From: Erin Niesslein
Sent: Thursday, July 27, 2017 12:45 PM
To: 'Mike Domingo'
Cc: Mike Petrusky
Subject: I AM AAA Postcard

[Quoted text hidden]

3 attachments



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Mike Domingo <mikedomingo@gmail.com>
To: Erin Niesslein <eniesslein@kayrell.com>
Cc: Mike Petrusky <mpetrusky@kayrell.com>

Fri, Jul 28, 2017 at 2:43 PM

Hi Erin,

Attached is v2 of the postcard with all the changes made. There are three versions of the back, each with a different typographic treatment for the "2018 Calendar" headline to choose from.

Also, just my opinion, but as someone who doesn't live in the DC metro area, I would much rather see a photo of one of the many beautiful locations around DC above ground than inside a subway station. I just don't think that photo does the city justice. So I wouldn't mind using a different photo is all. :)

Mike

[Quoted text hidden]



IAmAAA-postcard_v2.pdf
5131K

Mike Domingo <mikedomingo@gmail.com>
To: Erin Niesslein <eniesslein@kayrell.com>
Cc: Mike Petrusky <mpetrusky@kayrell.com>

Fri, Jul 28, 2017 at 2:48 PM

Quick follow up to my last email. I just saw in the PDF that the little bars with the calendar dates on the back are looking green, but in the software they look blue. They actually are just a screen of the main blue. They should print blue, so I think that's just a PDF thing.

Mike

[Quoted text hidden]

Erin Niesslein <eniesslein@kayrell.com>
To: Mike Domingo <mikedomingo@gmail.com>
Cc: Mike Petrusky <mpetrusky@kayrell.com>

Mon, Jul 31, 2017 at 5:56 AM

Hi Mike,

The additional Annual Meeting photos are now uploaded.

<https://www.dropbox.com/sh/dil9x5igcx9ivjg/AADeYYgg0jda4jy9kX6HJSYra?dl=0>

The only photo that requires the photographer's credit is San Jose. The photographer's name is in the title of the file.

Thank you!

Erin



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From: Mike Domingo [mailto:mikedomingo@gmail.com]

Sent: Friday, July 28, 2017 5:48 PM

To: Erin Niesslein

Cc: Mike Petrusky

Subject: Re: FW: I AM AAA Postcard

[Quoted text hidden]

Mike Domingo <mikedomingo@gmail.com>

To: Erin Niesslein <eniesslein@kayrell.com>

Cc: Mike Petrusky <mpetrusky@kayrell.com>

Mon, Jul 31, 2017 at 12:23 PM

Thanks. I've added it in. I'll wait for other feedback before sending the next, and I assume final, round along with approval for prepress.

Mike

[Quoted text hidden]

Erin Niesslein <eniesslein@kayrell.com>
To: Mike Domingo <mikedomingo@gmail.com>
Cc: Mike Petrusky <mpetrusky@kayrell.com>

Tue, Aug 1, 2017 at 5:36 AM

Hi Mike,

I heard back from the customer:

Yes, we have a few edits that will definitely be the final. We have to wait until early next week when a colleague returns from vacation.

Thank you!

Erin



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Web: www.kayrell.com

From: Mike Domingo [mailto:mikedomingo@gmail.com]
Sent: Monday, July 31, 2017 3:23 PM

[Quoted text hidden]

[Quoted text hidden]

Erin Niesslein <eniesslein@kayrell.com>
To: Mike Domingo <mikedomingo@gmail.com>
Cc: Mike Petrusky <mpetrusky@kayrell.com>

Mon, Aug 7, 2017 at 8:22 AM

Hi Mike,

I am attaching the edits to the most recent version of the postcard. The edits should be straight forward but let us know if you have any questions.

The one question that I have is whether the color for the 2020 meeting will be visible when printed.

Thank you!

Erin



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From: Mike Domingo [mailto:mikedomingo@gmail.com]
Sent: Monday, July 31, 2017 3:23 PM

[Quoted text hidden]

[Quoted text hidden]

 **SKM_454e17080711040.pdf**
694K

Erin Niesslein <eniesslein@kayrell.com>
To: Mike Domingo <mikedomingo@gmail.com>

Mon, Aug 7, 2017 at 8:35 AM

Mike,

Also, the url at the bottom of the back should be: americananthro.org/membership

Thanks!

Erin



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From: Erin Niesslein
Sent: Monday, August 7, 2017 11:22 AM
To: 'Mike Domingo'
Cc: Mike Petrusky
Subject: RE: FW: I AM AAA Postcard

[Quoted text hidden]

 **SKM_454e17080711040.pdf**
694K

Mike Domingo <mikedomingo@gmail.com>
To: Erin Niesslein <eniesslein@kayrell.com>
Cc: Mike Petrusky <mpetrusky@kayrell.com>

Mon, Aug 7, 2017 at 12:45 PM

Hi Erin,

Got it. The only thing I'd like a little clarification on is for the "2018 Calendar" headline text. It says "No cursive. Use linear block text." I understand "linear" as making it all on one line (moving the 2018 down so it's on the same baseline as Calendar) and "block text" as using a basic upright font (Frutiger or a complimentary serif). I guess I'm wondering how that result would be different from my v1 where the feedback was "Can this be made into more of a graphic element?" Am I supposed to go back to the v1 style or are we looking to land somewhere in the middle of the two? Or am I just misunderstanding the instructions altogether?

As for the color of the 2020, with the new photo for San Jose, I had to rearrange the colors of each year, so now none of the years are getting lost against their backgrounds.

Thanks.

Mike

[Quoted text hidden]

Erin Niesslein <eniesslein@kayrell.com>
To: Mike Domingo <mikedomingo@gmail.com>
Cc: Mike Petrusky <mpetrusky@kayrell.com>

Mon, Aug 7, 2017 at 1:17 PM

Mike,

Thanks for getting back with me and changing the colors of each year. I will ask for clarification from the customer on the calendar and let you know.

Erin





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From: Mike Domingo [mailto:mikedomingo@gmail.com]

Sent: Monday, August 7, 2017 3:46 PM

[Quoted text hidden]

[Quoted text hidden]

Erin Niesslein <eniesslein@kayrell.com>
To: Mike Domingo <mikedomingo@gmail.com>
Cc: Mike Petrusky <mpetrusky@kayrell.com>

Tue, Aug 8, 2017 at 5:17 AM

Hi Mike,

Here is the customer response:

We like the layout of the text of 2018 Calendar but do not want the cursive. We'd prefer a font with straighter lines but not the font used in v1. I hope this is clearer. Thanks for asking

Does this help?

Thanks!

Erin



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Email: eniesslein@kayrell.com

Web: www.kayrell.com

From: Mike Domingo [mailto:mikedomingo@gmail.com]

Sent: Monday, August 7, 2017 3:46 PM

[Quoted text hidden]

[Quoted text hidden]